

2024

ANNUAL

REPORT



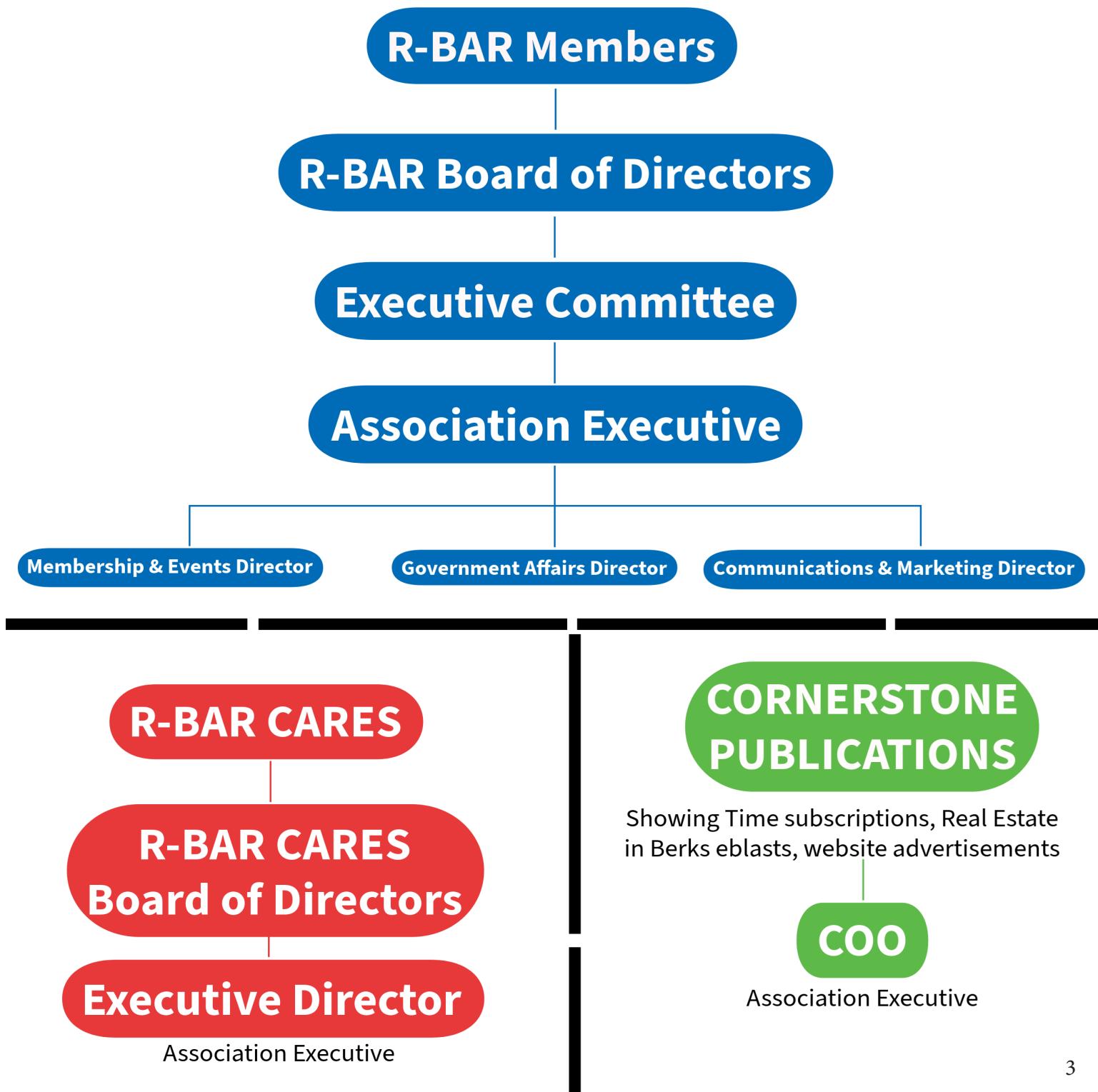
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ORGANIZATIONAL CHART



Organizational Chart



2024 BOARD OF DIRECTORS



Eva Eisenbrown
President



Jason Burkholder
Past President



David Snyder
President-Elect



Jenniffer Jimenez
Vice President



Mark Chaknos
Secretary



Glenda DeLillo
Treasurer



Antonio Borelli
Director



Karina Castillo
Director



Julia Curry
Director



Melissa Fox
Director



Nelson Gamez
Director



Brandon Lesagonicz
Director



Lacey Pennypacker
Director

Outgoing Board Directors



Jason Burkholder
Hometown Property Sales
2021-2024
2022 President
2023 President



Antonio Borelli
Century 21 Gold
2021-2024
2022 Vice President



Karina Castillo
Iron Valley Real Estate
2023-2024

Executive Committee

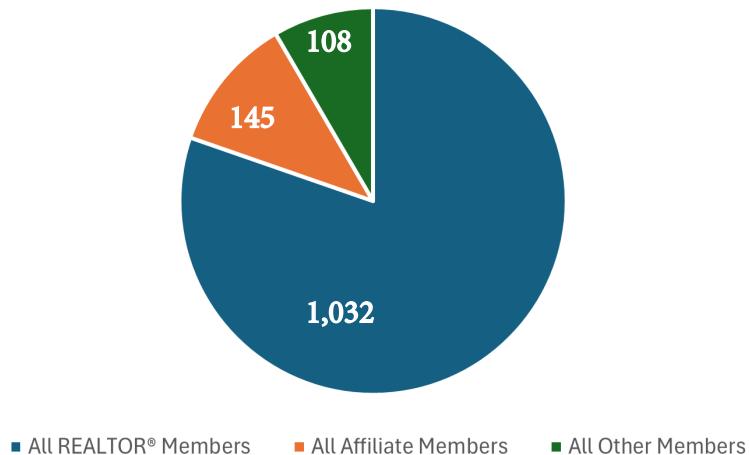
Eva Eisenbrown - President
Jason Burkholder - Past President
David Snyder - President-Elect
Jenniffer Jimenez - Vice President
Mark Chaknos - Secretary
Glenda DeLillo - Treasurer

Finance Committee

Glenda DeLillo - Chair
Eva Eisenbrown
Antonio Borelli
Jason Burkholder
Melissa Fox
Nelson Gamez
Jenniffer Jimenez
CJ Levan
David Snyder

MEMBERSHIP AT A GLANCE

Membership Count Overview



Membership Breakdown

Membership Type	Count
Primary Affiliate	54
Affiliate Members	91
REALTOR® Emeritus	16
Secondary REALTOR® Members	5
REALTOR® Members	924
Brokers	47
Secondary Brokerages	24
Honorary Members	9
Non-Member Sales	3
Brokerage Staff	35
R-BAR Staff	4
Other	73
TOTAL (as of 12/13/2024)	1,285

Bylaws Change

The membership voted during a special meeting

173

Yes

1

No

1

Abstain

The approved Bylaws change pertains to Article 11 - Officers and Directors Section 1: Officers Paragraph B.

"The President-elect shall meet the following qualifications: 1. Education - hold a broker's license or has earned and has held at least three (3) NAR designations; and 2. Experience - has been primary REALTOR® member of the R-BAR for a minimum of two (2) years."

STAFF



From left to right:

Mark Mohn - Government Affairs Director

Jennifer O'Brien - Association Executive

Courtney Dombrowski - Marketing & Communications Director

Laura Culp - Membership & Events Director



Jen O'Brien **1** year with R-BAR



Mark Mohn **1** year with R-BAR



Laura Culp **2** years with R-BAR



Courtney Dombrowski **3** years with R-BAR

2023 - 2025 STRATEGIC PLAN

Mission Statement: To promote a high standard of professionalism, advocate for private property rights and improve the quality of life in our communities.

Vision Statement: To empower our diverse membership to be the most respected resource for information on the real estate industry.



Leading source of information
on real estate related matters.



Actively engaged membership

- Enhance access to real estate resources
- Educate on impact of diversity, equity and inclusion on real estate

- Expand opportunities to develop and hone leadership skills
- Grow educational opportunities for members
- Increase office participation



Healthy and sustainable finances



Advocate for private property rights and property ownership

- Conduct audit of association governing documents
- Ensure assets are positioned to benefit membership
- Expand partnerships with real estate - related entities

- Enhance position as the voice of real estate
- Continue to promote RPAC member engagement

LEGISLATIVE ADVOCACY

Government Affairs Committee

- Chair - Michael McDevitt
- Vice Chair - Brandon Lesagonicz
- Members - Jason Burkholder, Vanessa Campos, DeAnna Caracci, Glenda DeLillo, Pete Gustis, Todd Hummel, Sharon Kehres, Ean Kofsky, CJ Levan, Diane Longacre, David Mattes, Jaime Perez, David Snyder, Victoria Venezia, Merlin Weaver, Brad Weisman



81 REALTORS®, affiliates, guests, politicians and staff attended the 5th Annual RPAC Grand Slam at FirstEnergy Stadium.

\$5,000+ contributed to RPAC through the 2024 Phone Bank.

RPAC



6 Government Affairs 101 classes were held throughout the year, aiming to teach the membership the importance of government affairs to the real estate business.



2 key PAR endorsed bills were passed into law: Wholesaling and MCOCA Amendments.



47 attended the Legislative Breakfast in the fall.

RPAC PAC Trustees

Chair - Merlin Weaver

Vice Chair - Victoria Venezia

Treasurer - Sharon Kehres

Trustees - Diane Longacre, David Mattes, Arlene Parisi, Brad Weisman



4 candidates were endorsed for this year's election cycle and won their respective races, including newly elected Representative Eric Weaknecht, Representative Jamie Barton, Representative Johanny Cepeda-Freytiz, & Senator Judy Schwank.

5 fundraisers were attended by RPAC Trustees in support of endorsed candidates.



\$40,917.94 contributed to RPAC by R-BAR members.

\$4,275.94 more in contributions than last year.

337 individuals and organizations contributed \$15 or more to RPAC.

32.53% of R-BAR membership contributed \$15 or more to RPAC.



2024 RPAC Investors



THANK YOU

2024 Contributors & Investors



\$5,000
Sustain: \$2,000



Jason Burkholder



Merlin Weaver



\$1,000 annual minimum



Antonio Borelli



Mark Chaknos



\$500 - \$999.99
annual minimum



Glenda DeLillo



Eva Eisenbrown



Brandon Lesagonicz



Mitchell Darcourt



Sharon Kehres



David Mattes



Mark Mohn



Zylkia Rivera



Kevin Snyder



Conrad Vanino



Susan McFadden



Kate Steffy



Christine Storms



\$250 - \$499.99
annual minimum



Eric Angstadt



Joseph Colon



David DeTurck



Victoria Venezia



Shon Elk



Jack Evans



Jenniffer Jimenez



Diane Longacre



Brad Weisman



Philip Macaronis



Melanie Mattes



Michael McDevitt



Arlene Parisi



Jaime Perez



David Snyder



Marisol Torres



Angela Tolosky



\$99 - \$249.99
annual minimum

Jerry Amadio
Yohanny Baret
Sandra Behm
Thomas Bellairs
Elaine Brodi
Katie Broskey
Judy Brown
Vanessa Campos
Peter Champagne
Katherine Collado-Diaz
Jeffrey Crosby
David Decembrino
Gabrielle Dietrich
Bryan Entrekin
Gregory Evans
Taylor Ferretti
Ronald Flowers
Melissa Fox
Thomas Franey
Harry Fry
Nelson Gamez

Scott Gust
Peter Gustis
Donald Hutchison
Scott Jaraczewski
Bradford Kissam
Darren Kostival
Kevin Kozlo
Jason Miller
Tyler Miller
Jen O'Brien
Daniel O'Brien
Jean Pedersen
Erica Ramus
Luis Rodriguez
William Sands
Jill Saunders
Charles Sensenig
Alan Shuman
Jeffrey Sicher
Edward Stauffer



Congratulations to Jason Burkholder and Dave Mattes for being inducted into the PAR RPAC Hall of Fame.



R-BAR was recognized as the Second-Highest Overall RPAC Fundraiser for a large board in 2024.

DIVERSITY, EQUITY, & INCLUSION

Chair - Jenniffer Jimenez

Vice Chair - Melissa Fox

Members - Jason Burkholder, Julia Curry, Odette Gacet, Spiro Kasapidis, David Mattes, Robert Sahrig, Ron Weaver



2 tours taken of local charitable organizations: Hannah's Hope Ministries and Family Promise of Berks County.



30 attended the Pennsylvania Human Relations Commission's breakfast training on "Affirmatively Furthering Fair Housing."



40 new participants completed the Fairhaven simulation as part of the Fair Housing Initiative.



9 Angel Tree gifts were donated by the Committee to benefit the Children's Home of Reading.

4 Thanksgiving baskets were donated to families in need through Family Promise.

1 LGBTQ Center's Warm Meal Wednesday provided by R-BAR.

ENTERTAINMENT

• **Chair** - Tina McCoy

Vice Chair - Mel Ficarro

• **Members** - Steve Kope, Brandon Lesagonicz, Justina Ott

2 installations were held in 2024! One in January for the 2024 Board of Directors and 2023 Award winners and one in December with the inaugural Year-End Brunch recognizing the 2024 Award winners and installation of the 2025 Board of Directors!



130 registered for the first-ever Year-End Brunch!

\$500 was raised at the Golf Tournament to benefit Tunnels to Towers Foundation, in recognition of the event being held on 9/11.



4 social hours were facilitated for members to enjoy, including 1 Summer Kickoff event!



2024 Award Winners



GROW WITH BERKS AWARD

Tim Daley, Executive Director of Habitat for Humanity, is the **43rd** recipient of this award.



VOLUNTEER OF THE YEAR AWARD

Steve Kope, Lead Insurance Agent for Companion Insurance Agency, is the **2nd** affiliate to win this award since its inception in 2018.



AFFILIATE OF THE YEAR AWARD

Tina McCoy, Business Development Representative at Riverfront Federal Credit Union, is the **6th** woman to receive Affiliate of the Year since its inception in 2005.



REALTOR® OF THE YEAR AWARD

Dave Mattes, REALTOR® with RE/MAX of Reading, served as R-BAR president in **2015**

OUTREACH

- **Chair** - Todd Hummel
- **Vice Chair** - Jen Barkman
- **Members** - Kasey Angstadt, Brenda Baer-Edsall, Sue Bernhard, Alyssa Damiani, Jack Evans, Mel Ficarro, Steve Gieringer, Mike Hunter, Steve Kope, Darren Kostival, Amy Leed, Ernie Salgado, Daniel Sansary, Todd Sell, Chris Walton



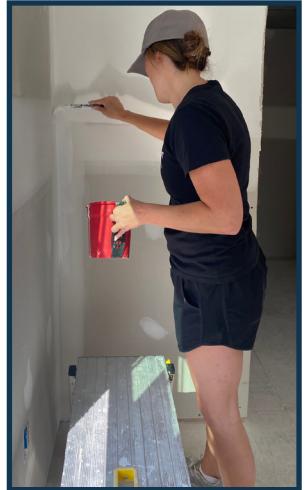
45 Veterans honored and fed at the 2nd Annual Valentine's for Veterans Breakfast in February.



10 brokerages participated in Easter Baskets for Berks initiative benefiting SafeBerks, Mary's Shelter, & 2nd Street Learning Center at Opportunity House.



2 clean-up projects R-BAR members volunteered for: City of Reading's Great American Clean Up and Habitat for Humanity site clean-up.

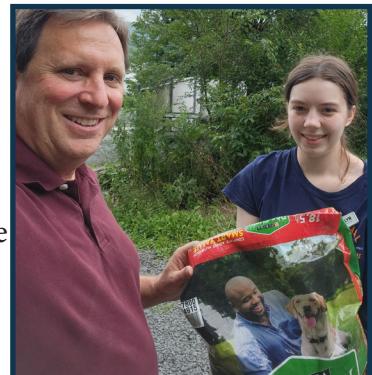


R-BAR members volunteered during **4** Baseballtown Charities Dream League games.



R-BAR's Pop Art Pagoda birdhouse raised **\$650** for Habitat for Humanity during Habitat for Humanity's Bird House Challenge.

2nd year R-BAR donated goods or money to the Animal Rescue League of Berks County.



7,076 pounds of food were collected during the Annual Food Drive benefiting Helping Harvest.



5,540 pounds of food were collected by Keller Williams Platinum Realty, winners of the 2024 Food Drive Trophy.



Lending Heights - Hummel Mortgage Team is the **3rd** winner of the Affiliate Food Drive Trophy.

225 meals served on Thanksgiving Day for Meals on Wheels.



\$556.56 was raised for the Salvation Army by R-BAR members and their friends and families during R-BAR's Ring Day.



160 Angel Tree tags filled to benefit Children's Home of Reading.

5K Run for Shelter

\$9,421.52 raised for Habitat for Humanity and Neighborhood Housing Services of Greater Berks.



Out of **13** pre-registered teams, Homesale Homies won the Most Registered Trophy with **30** registrants.



145 people in attendance!



PROFESSIONAL DEVELOPMENT

Chair - Mayleene DeFreece

Vice Chair - Joe Peterson

Members - Jena Burley, Karina Castillo, Brandon Lesagonicz, Eleanor Weber

2 major educational requirements hit this year: license renewal for the state and NAR Code of Ethics requirement.



5 free lunch & learns were provided throughout the year.



4 educational events held in conjunction with PAR or Bright MLS regarding the Settlement, including the inaugural Open House.

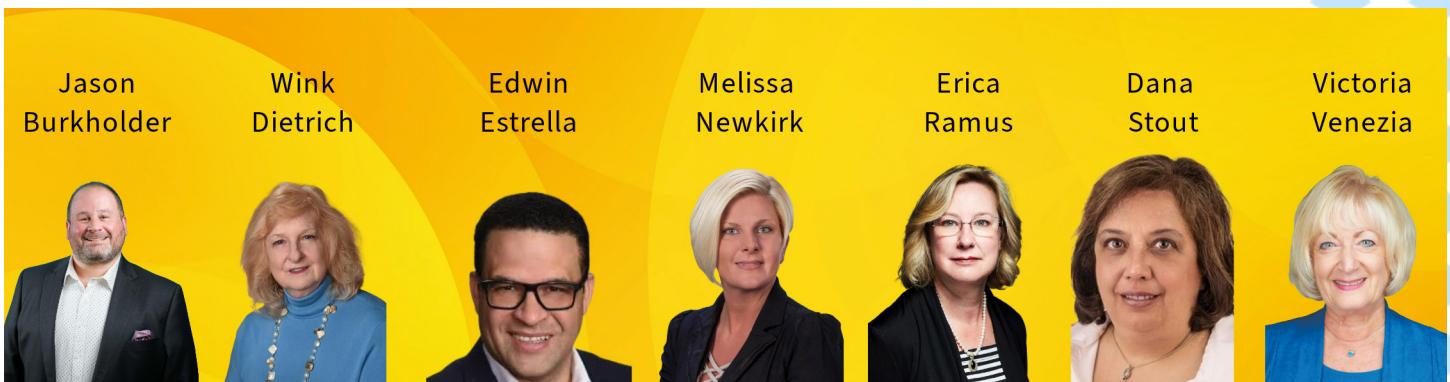
Polley Associates School of Real Estate

18 Continuing Education courses offered at R-BAR through Polley Associates.

7 sets of Real Estate Fundamentals and Real Estate Classes were held at R-BAR.

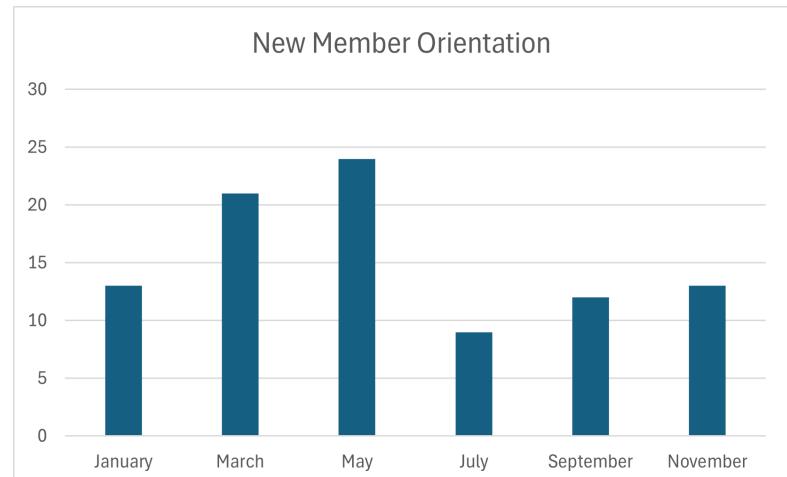
C2EX

7 R-BAR members were C2EX endorsed by the end of 2024.



New Member Orientation

New Member Orientation	Count
January	13
March	21
May	24
July	9
September	12
November	13
Total	92



R-BAR Scholarship Fund

3 \$500 scholarships provided to outstanding high school seniors who attended a Berks County high school and are continuing their education in a business program.



Joshua Myers

Governor Mifflin High School

Attending Colgate University in Hamilton, NY to study economics. Josh will be running cross country & track as well. He was an AP Scholar with honor, Governor Mifflin Best All-Around Boy Athlete, and nominated Berks County Best for Computer Science. He was also captain of the 2023-2024 cross country team.



Gracie McMahon

Conrad Weiser High School

Attending Thomas Jefferson University in Philadelphia, PA, majoring in fashion merchandising and management. Gracie was an intern at Pattern Design Unlimited, Inc.



Twyla Ewen

Reading High School

Plans to major in business with a focus in marketing and entrepreneurship at Cheyney University in Cheyney, PA. Twyla played volleyball for Reading High and was the 2022 Olivet Boys & Girls Club Youth of the Year.

Professional Standards Committee

18 members of R-BAR on the Professional Standards Committee.

30 local boards and associations, including R-BAR, are a part of the Statewide Professional Standards Cooperative. This means PAR is responsible for enforcing the Code of Ethics and handles mediations.

Members - Antonio Borelli, Jason Burkholder, Karina Castillo, Mark Chaknos, Peter Champagne, Eva Eisenbrown, Paul Ernst, Nelson Gamez, Dawn Hickernell, Jenniffer Jimenez, Sharon Kehres, Gary Lando, Tyler Miller, Erica Ramus, Daryl Tillman, Victoria Venezia, Regina Wheelan, Deborah Wurtz

COMMERCIAL & INDUSTRIAL COUNCIL

• **Chair** - Tina McCoy

Vice Chair -Brendan Wewer

• **Planning Committee Members** - Jason Burkholder, Melissa Fox, Aaron Gantz, Brenda Gaul, Allison Kalbach, Sean Moretti, Chris Posch, Alan Shuman, David Snyder

• **298** members of CIC.

7 CIC focused lunch & learns held throughout the year, at various locations, on an array of topics.



57 attended the CIC Downtown Reading Walking Tour.

7 properties viewed during the Walking Tour.



96+ Lego bricks distributed at the Building the Boroughs event, provided by CIC, Imagine Berks, and the Berks County Planning Commission.



5 members of CIC attended the Fête en Blanc Reading, in addition to numerous R-BAR members. The event benefited Habitat for Humanity.



1 CIC social hour in December.

AFFILIATES

Affiliate Advisory Committee

Chair - Steve Kope

Vice Chair - Daniel Sansary

52 affiliated organizations in 2024.

4 of R-BAR's committees had affiliate members as chairs.

91 affiliate members involved in R-BAR.

2 meetings held to discuss 2025 benefits and other R-BAR happenings.



- Barry Isett & Associates, Inc.
- Better Life Inspection Company
- Boyer Engineering
- Bright MLS
- CMG Home Loans
- Commonwealth Commercial Appraisal Group
- Companion Insurance Agency
- Compleat Restorations
- Contour Mortgage Corporation
- Dan Williams Photography
- Dapper Duck Designs LLC
- DeLong & Sons HVAC
- Diamond Credit Union
- Discovery Federal Credit Union
- Fidelis Mortgage Corporation
- Fleetwood Bank
- Fulton Mortgage Company
- Gateway Mortgage Group
- Goosehead Insurance - Brad Coley
- Greater Reading Chamber Alliance
- Guardian Transfer
- Home Builders Association of Berks County
- Horizon Farm Credit, ACA
- JDog Junk Removal & Hauling
- Knies Insurance Group
- Lending Heights Mortgage - Hummel Mortgage Team

- M&T Bank
- Members 1st Federal Credit Union
- Miller Law Group, LLC
- Mortgage America
- Moselem Springs Golf Club
- Motto Mortgage Center
- Neighborhood Housing Services of Greater Berks, Inc.
- New American Funding
- Northpointe Bank
- Peak Brokerage Services
- Polley Associates School of Real Estate
- Pro-Spect Inspections Services
- Prudential Pest Solutions
- Renovation Sells
- Riverfront Federal Credit Union
- S&T Bank
- Sentry Abstract Company
- Stewart Abstract of Berks County Inc.
- Sun Federeal Credit Union
- Tompkins Community Bank
- Trego Insurance Agency, LLC
- Truist Bank Mortgage Lending
- Turnberry Construction Group
- US Health Advisors
- Visions Federal Credit Union

2024 Tiered Sponsors

THANK YOU to the **14** organizations who sponsored R-BAR in 2024!



Platinum Pagoda



DAN WILLIAMS
photography



Polley ASSOCIATES
SCHOOL OF REAL ESTATE



Gold Railroad

VISIONS
FEDERAL CREDIT UNION



Silver Racer

Fulton Mortgage Company
A Division of
Fulton Bank, N.A.

GRCA
GREATER READING
Chamber Alliance

Guild
mortgage
OWN WHAT MATTERS

M^{1st} MEMBERS 1st
FEDERAL CREDIT UNION

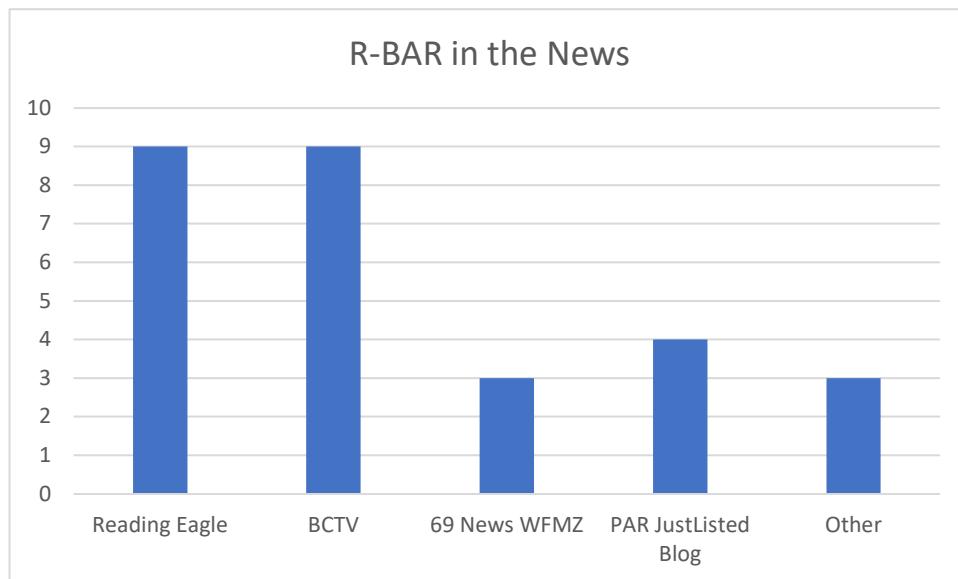


Bronze Pretzel

Fleetwood Bank | JDog Junk Removal & Hauling
Mortgage America - Wyomissing
Neighborhood Housing Services of Greater Berks Inc.
Northpointe Bank | Tompkins Community Bank

COMMUNICATIONS

Press Releases



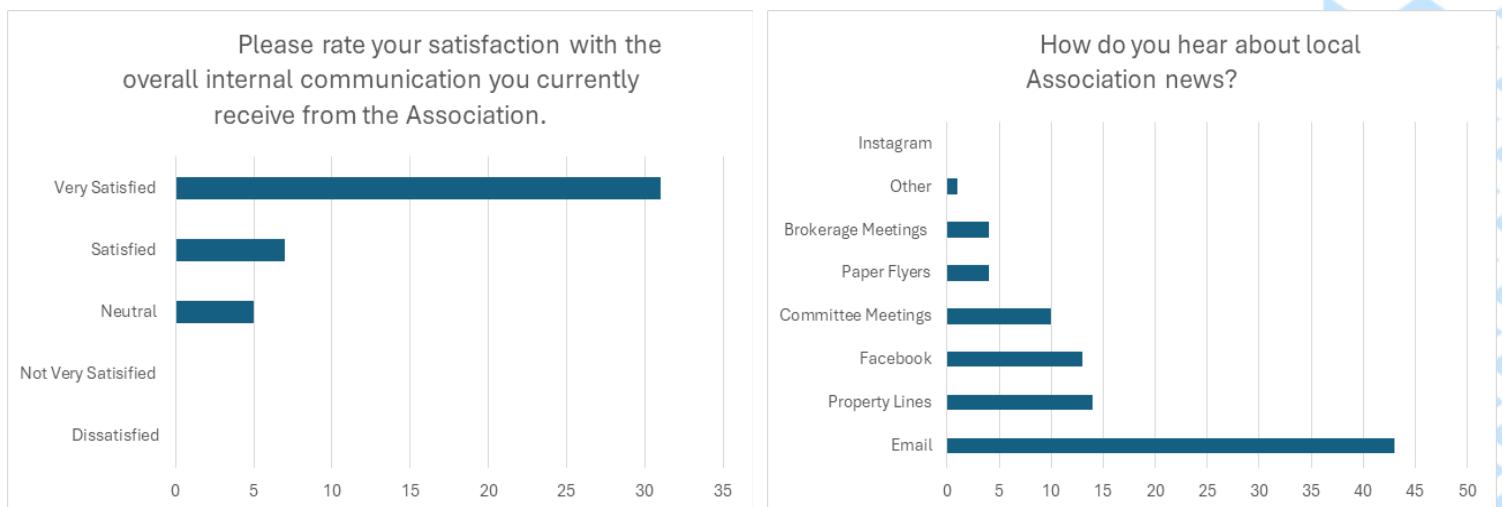
The above figures represent instances where R-BAR or an R-BAR event is mentioned or promoted, press releases are issued, or organizations and individuals are recognized as R-BAR members in the media.

Survey

44 different individuals completed the survey.

1 member won a Starbucks giftcard for completing the survey!

EXAMPLE RESULTS:



MEMBER BENEFITS

The Value of Your



Membership

Bright MLS

\$216 per year savings

Multiple Listing Service subscription discount to get the products, training and support necessary to drive your business forward.

Tech Helpline

up to \$150 savings per call

Tech Helpline can assist you in setting up your devices for optimized performance, advise you on hardware and software purchases, and help resolve issues with your personal & professional devices.

2025 DUES TOTAL: \$280

Instashine Car Wash

up to \$323 savings

As a real estate agent, having a clean car is crucial. The Instashine Car Wash benefit provides annual or monthly membership discounts for R-BAR REALTOR® members.

Educational Offerings

\$200 per year

Our Lunch & Learns, Bright MLS webinars, & educational programs provide valuable content to our members throughout the year and often include free breakfast or lunch.

BENEFITS TOTAL: \$1,079

Member Discounts

\$50 savings

Receive member discount pricing on Supra eKEYS, advertising through Real Estate in Berks (e.g. eblasts, web ads, Property Lines ads), R-BAR store (30% member savings), & tickets to select Association events (\$10 savings).

Win-Win Program

up to \$140 savings per year

Invite your network of associates to discover the many benefits of a R-BAR Affiliate Membership and save money on your local dues.

SAVINGS TOTAL: \$799

Invaluable Membership Perks

Legislative Advocacy:

National, State, & Local Associations advocate for your industry every day for federal, state, and local policy initiatives that protect REALTORS® and the public.

Partnership with Polley

Polley Associates School of Real Estate offers CE courses, certification & designation courses, & pre-licensing courses at the R-BAR office for your convenience.

Community Engagement

The Association provides numerous opportunities for REALTORS® to make contributions to their communities.

DEI Initiatives

R-BAR offers various Fair Housing educational opportunities, along with DEI-focused resources, information & education. We also provide our members with the opportunity to connect with local DEI-focused organizations through volunteering & informational sessions.

Dedicated Service

Enjoy the ease and accessibility of our fully staffed office, conveniently located to serve you. Open M - F 8:30 a.m. - 4:30 p.m., our in-person support provides personalized service for your needs.

R-BAR Care Benevolent Fund

R-BAR Care provides financial assistance to members, past members, & employees of R-BAR who are experiencing financial hardships.

R-BAR Scholarship Fund

Established in 2003, this scholarship recognizes outstanding high school seniors who are attending a Berks County high school & will continue their education in a business program.

Networking

R-BAR holds a number of networking events (e.g. social hours) & builds connections with local organizations (e.g. NHS, GRCA, Habitat for Humanity). Members are also welcome to participate in any of the Association's committees or taskforces.

Affiliate Program

R-BAR's affiliated organizations provide sponsorships for events, discounts to R-BAR members, and industry important services and information to members.

Communications

From Property Lines, to member-only emails, to social media engagement, R-BAR ensures our members receive the information needed to conduct business successfully.

NATIONAL ASSOCIATION OF REALTORS®

NAR Committee Members

2 R-BAR members represented the Association at the National Association of REALTORS® (NAR) level.



Jason Burkholder

Member Communications Committee



Merlin Weaver

RPAC Trustees Fundraising Committee

National Events

R-BAR leadership represented the Association at 3 conferences throughout the year.



NAR Grants

R-BAR received **3** NAR grants throughout the year.

\$3,000 Fair Housing Grant for the Fair Housing Initiative that took place in April.

2 RPAC Fundraising Grants in support of our RPAC Grand Slam & \$99+ Club celebration.

PENNSYLVANIA ASSOCIATION OF REALTORS®

PAR Directors & Committee Members



Jason Burkholder

- Alternate Director
- Vice Chair of Public Policy Coordinating Committee
- Legislative Committee



Erica Ramus

- Standard Forms Feedback Panel



David Snyder

- Director



Victoria Venezia

- Director



Merlin Weaver

- Director
- Finance Committee



Eva Eisenbrown

- Director



Sharon Kehres

- Director



David Mattes

- Alternate Director
- Chair of Independent Expenditure Committee
- Strategic Planning Task Force

State Events

R-BAR members & leadership represented the Association at **4** conferences or meetings throughout the year.



The Reading-Berks Association of REALTORS®

promotes a high standard of professionalism, advocates for private property rights and improves the quality of life in our communities.



READING BERKS ASSOCIATION OF REALTORS®



NATIONAL
ASSOCIATION *of*
REALTORS®



Pennsylvania
Association of
Realtors®

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